

Building Your Employer Brand Image for 2017: Creating an image that attracts talent

The Lakes Area ECI, Kossuth County ECI and NWIA/ SWMN SHRM Association will meet jointly on Tuesday, December 13, 2016 with Stephanie Beck of J3Red Marketing. Following the meeting a brief time for 2017 Officers announcements and Christmas Canned Food Drive for Upper Des Moines Opportunity will be held.

The session will cover the following topics:

- Determine what employer values and culture your company wishes to project
- Consider your potential audience/ target group — Whom are you trying to reach and how will you do that?
- What Marketing approaches maximize your employer brand image?
- What are some best practices/technologies for accomplishing this?
- Question and answer session

Meeting Details

When: Noon — 1:15 pm

Date: 12-13-16

Where: Spencer Municipal Utilities (SMU), 520 2nd Ave. E. # 1,

Spencer, Iowa 51301

Cost: None

Holiday refreshments provided

Please bring 2 canned food items to donate to Upper Des Moines Opportunity Christmas Food Drive

Space is limited so reserve a space today!

Registration is requested by Friday, December 9, 2016. Contact Mike Koenecke at: 620-327-0320 or mikekoenecke@ag1source.com



Recertification Credit Hours Awarded: 0.0

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